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American Society of Women Accountants
Philadelphia Chapter

www.aswa-phila.org

PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

Happy New Year! The last quarter of 2011 was very busy. In October a group of us had a fun trip to Charlotte, NC for the ASWA National Conference. When we got back, we struggled to make the decision to postpone our annual Student Night. Once that decision was made, we scrambled to schedule a November meeting that was successful even with short notice. Not two weeks after, we had an enjoyable evening in Media for our December Social. I expect that life has been busy for all of you too.

The ASWA National Conference is a great opportunity to visit with old and new friends from other chapters. Charlotte is a beautiful city and we enjoyed great weather while touring around. You can't beat the delicious southern cooking. Some of us had the opportunity to go to the NASCAR Hall of Fame. Even without being a racing enthusiast, the Hall of Fame was really interesting and we had fun racing each other in the simulator. One evening was spent at the Mint Museum where the conference held its fun night with a cocktail reception before a scavenger hunt through the museum. And it should go without saying; there was some great continuing education at the conference. Attending a National Conference has so many benefits and with next year's conference scheduled for San Diego, CA, everyone should consider going. I'm already looking forward to it.

It was a disappointment to have to postpone our annual Student Night. We found out late in the process that a large number of students were scheduled for an exam that evening. We really didn't want to exclude anyone so we made the tough decision to postpone the evening until February. We've contacted a few of the universities to find a date that will allow more students the opportunity to attend. Thankfully most of our sponsors have already agreed to attend in February. The first invitations will be sent out next week.

We had a very interesting meeting in November. With Student Night postponed, Mary Claire Corcoran was kind enough to quickly find a speaker and thanks to Stephanie Sommers we had a meeting room at her office at St. Clair CPA in Conshohocken. Tim Kelly from Blackrock spoke to us about Social Security. I know some people think this benefit won't be available in the future, but as advisors to our clients, we need to know what's happening now and how it affects retirement and tax planning. And if you're not in the advisory services, it was still interesting from a personal perspective. I've already shared some information with family members that will benefit from my continuing education.

Next Tuesday Kreischer Miller is hosting our Tax Update meeting at their offices in Horsham. Thank you to Katrina Smith and Katie Williams for setting this up. Don't miss out on this opportunity to hear about the important tax topics that we should remember as we head into the 2012 tax season. I hope to see you there.

Pam Wenner
President of the Philadelphia Chapter

January Meeting Notice

EMPLOYMENT / MEMBERSHIP

Lori Lucente-McKeage, CPA
Diversified Industries, Inc.
121 High Hill Rd
Swedesboro, NJ 08080
W-856-662-1981 x 107
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SCHOLARSHIP

Marian Borzelleca
The Radio Agency
102 Woods Rd.
Plymouth Meeting, PA 19462
C – 610-745-6659
mborzellecacpa@gmail.com

STUDENT NIGHT / MENTOR PROGRAM

Gwendelyn L. Ruff
Talent Acquisition Supervisor
Wawa, Inc.
260 W. Baltimore Pike
Wawa, PA 19063
610.908.5464
Gwendelyn.Ruff@wawa.com

BY LAWS/ LEGISLATION

Mary Feeney-Bonawitz, PhD, CPA
Penn State University
200 University Dr, A-122
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Event: Tax Update for 2011

Location: Kreischer Miller CPA
100 Witmer Rd
Suite 350
Horsham, PA 19044
Phone: 215-441-4600

Date/Time: Tuesday, January 10 at 6:00 pm

Cost:

Members:	\$ 20.00
Non-members	\$ 25.00
Students	\$ 15.00

RSVP: Please contact Pam Wenner by end of day,
Monday, January 9, 2012 by email
aswaphilly@gmail.com

Topic: Tax Update

We will be reviewing various changes in all areas of taxes, such as: Top Individual & Medicare Tax Rates on Earned Income, President's "American Jobs Act", 2011 Depreciation update, Payroll tax cut, Sunset dates of tax incentives, Estate tax planning and State and local tax updates. Don't miss this important meeting!

About our Speakers:

Linda M. Kramer, Manager, Tax Strategies

Linda Kramer is a Manager in Kreischer Miller's Tax Strategies group where she specializes in state and local income and sales/use tax matters, including tax planning and research, dispute resolution, audit settlements, and appeals. Linda received her law degree from Marshall-Wythe School of Law of the College of William and Mary in Williamsburg, Virginia. She has a Bachelor of Science degree from Iowa State University in Ames, Iowa. Prior to joining Kreischer Miller, Linda worked in various tax departments within the Wyeth Pharmaceutical group. Prior to that, she was a tax manager for KPMG Peat Marwick in Richmond, Virginia.

Linda is a member of the Virginia Bar Association.

Linda resides with her family in Radnor, Pennsylvania.

Richard J. Nelson, CPA, *Director-in-Charge, Tax Strategies*

Richard J. Nelson is the Director-in-Charge of Kreischer Miller's Tax Strategies group, where he is responsible for managing all aspects of the firm's tax compliance and planning services for business and individual clients.

He has extensive experience in providing tax planning and services to a variety of middle market companies and entrepreneurial businesses in a number of industries, including manufacturing and distribution, real estate, financial, and professional services. He has also been involved in federal, state, and local tax audits, settlements, and appeals.

Rich received his law degree from Rutgers School of Law-Camden and his Bachelor of Science degree in Accounting from Fairleigh Dickinson University. Prior to joining Kreischer Miller he held several positions including leading a tax group and working in a tax department at regional, national, and international firms. Rich also spent some time in industry as an entrepreneur.

Rich is a member of the American Institute of Certified Public Accountants and the New Jersey Society of Certified Public Accountants. He also is active in the Southern New Jersey Chamber of Commerce.

Rich is a Board Member of the Voorhees Township Public School District. Rich resides with his family in Voorhees, New Jersey.

Carlo R. Ferri, CPA, *Manager, Tax Strategies*

Carlo R. Ferri is a Manager in Kreischer Miller's Tax Strategies group. He has extensive experience working with multi-state companies in various industries, focusing on corporate and individual taxation as well as representing them in front of the IRS. Carlo also specializes in tax compliance and strategic planning for the construction industry and serves as an instructor for Kreischer Miller's in-house professional training on topics relating to the construction industry. He has been actively involved in advising clients on tax strategies for solar and other alternative energy projects.

Carlo is a graduate of West Chester University with a BS in Accounting. Prior to joining Kreischer Miller, Carlo obtained his CPA certification and was a manager with a regional accounting firm in Pennsylvania. Carlo is currently working on his Master's Degree in Taxation at Villanova University.

Carlo is an active member of the Pennsylvania Institute of Certified Public Accountants (PICPA). He is also a member of the Executive Committee of the PICPA and serves as co-chair of the PICPA's Emerging CPAs committee. Carlo was twice honored as a recipient of the PICPA's "Top 40 Under 40" award.

Carlo resides with his wife and two children in Phoenixville, PA

Members Corner



It's a girl !!!

Monica Hellings with her husband, Chris and son Chris, Jr. welcomed the newest addition to their family, a sweet baby girl named **Evi Providence**, on September 30. She weighed in at 6 lbs 13 ounces & was 19 inches long

It's a boy !!!

Alexander William was born 12:19am Tues, November 29th, 5lbs 14oz. to Gwen Ruff and her husband.



Our Affiliations

Did you know that we have affiliations with NAWBO and WIFS? What does this mean you may ask? By being an affiliate of these professional women's groups, it allows us, the members of ASWA-Philadelphia Chapter to attend their meetings at their member cost, to expand our networks, professionally and personally to help us grow. To know more about them and see their meeting schedules, please check out their websites:



gonawbophilly.org



phillywifs.org



womenintheboardroom.com/event-cities/philadelphia

A message from Mary Duff, National Board Member Philadelphia Chapter member

As a National Board member I am trying to setup a Focus group to discuss the future branding of ASWA and would love your opinion as valued ASWA members, so that I can present it to the National Board of ASWA.

ASWA has made significant strides toward a consistent brand - both in our outward communications, our chapter communications, and in our brand style guide. So where do we go from here? What are the next steps in moving our organization forward, particularly as it relates to branding? The ASWA National Board believes that the next steps include reviewing our name to make sure that it is in line with our mission, our current members and our future members. Does it help us attract the talent we'd like to have in our organization?

If you would like to learn more about the branding and some of the ideas that were discussed at the National Conference, please read the message from the president in the November and December Accountability that you should have received or you can access it on the home page of the National website. I have tentatively confirmed the DeVry meeting space in King of Prussia for Wednesday, January 18th for 6:00.

If you aren't able to make it that evening, please let me know of an alternative date that you are able to attend, so that if we need to choose a different evening, I can hopefully pick a date that works for most of you. You can contact me anytime at 610-304-4560 or mduff@duffaccountingsolutions.com

Sincerely,

Mary



*Greetings from your Regional
Director*

*Kristin
Culliton*

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Welcome to December! It is the month of frantic shopping, cooking, baking, and Christmas parties. Not to mention the other million things that are on our multiple to do lists, depending on what hat we are wearing (work, home, volunteer, Santa's elf, etc.) I don't have any idea of where to start...

I want to take this time to wish everyone a very happy holiday season. I am looking forward to a nice, quiet, Christmas at home with my husband, Dave and our four furry children. I was fortunate enough to get the family visiting requirements out of the way for Thanksgiving. I hope you all receive something special on your wish list, even if it is just five minutes to close your eyes and breathe deeply before getting back into the hustle and bustle.

While I understand that every single one of us is busy this time of year, don't forget about ASWA. I know a lot of chapters take December off or have a quick social event instead of a full meeting. However there are still some important things going on. By now, I hope you have had a moment to look over the last two blogs. Did you notice that the name of our blog has changed? "Women Who Count" was the name that was voted on at the Annual Conference for Women in Accounting (ACWA). I like the new name – it makes me feel valued, and I think it is catchy. The link to Women Who Count is <http://aswa-president.blogspot.com/>

Make sure and check out Monica's posting from Wednesday, November 23rd. There are ongoing discussions that you will want to participate in. There were two focus group discussions held during ACWA, and by now I hope that your members that were able to attend the ACWA 2011 have shared what they heard. If not, you can hear it for yourself. National has made available an abbreviated version of Monica's address and the related video presentation from the 2011 ASWA. You can find it at <http://www.youtube.com/user/ASWAHQ>. As ASWA "Considers Change", I invite each and every member to make sure that their voice is heard. They are seeking your thoughts and opinions. So as you see requests for online surveys and focus groups in your inbox, please do not just pass them over. If you have any questions, please feel free to contact any National Board Member or your Regional Directors. We truly want all of your feedback.

Happy Holidays!!

Kris Culliton
Regional Director
kris@jacoblighor.com



We are taking applications for the Mentor Program

The ASWA Philadelphia Chapter Mentoring Program provides students with insight into a career in accounting. It achieves this by providing students with the opportunity to interact with established accounting professionals and past student mentees who are also ASWA members. The purpose of the program is:

- to provide students with more knowledge about the accounting profession
- to grow as an aspiring professional
- to learn about the various pathways that are available to accounting majors
- to perfect the finishing touches needed to become the ultimate professional
- to gain insight on what employers look for with a graduating student
- to begin to form their network with other accounting students
- to establish new friendships

Applications can be found on our website on the Mentoring Program page. Please read the eligibility requirements and send your application to Gwen Ruff at gwendelyn.ruff@wawa.com

Do you know any Accountants not a member of ASWA?

By joining the American Society of Women Accountants (ASWA), you can strengthen your professional growth. ASWA offers networking and continuing education with accounting and finance professionals at the local, regional and national levels. Our members communicate both virtually and in-person through online discussion forums, national and regional conferences and chapter meetings.

Benefits of Membership

The following is a list of current benefits enjoyed by members:

- Prestigious status of professional affiliation
- National contacts for networking and professional information
- Forum for CPE
- Scholarships
- Leadership opportunities in supportive arena
- Subscription to *Accountability* e-newsletter
- National and regional conferences at a discounted rate
- Access to Career Center
- Access to ASWA's LinkedIn group
- National online membership directory
- Discounted membership to the Institute for Management Accountants (IMA)
- Discounted products and services through affiliation agreements (CPA review courses, CCH tax & accounting books, Long Term Care insurance and Bank of America credit card.)

If you know of an accountant who is not a member, please tell them about us! Have them go to www.aswa-phila.org. Click on **MEMBERSHIP**. Click on the blue seal at the bottom of the page that says **RENEW-JOIN**.

Calendar of Events

2011-2012



January	Chapter Meeting	Tuesday, January 10th Kreischer Miller, Horsham, PA Tax Update
February	Chapter Meeting	February Student Night
April	Chapter Meeting	Wednesday, April 25th Ponzio's in Cherry Hill, NJ Topic TBD
May	Chapter Meeting	Thursday, May 17th Location – TBD Tentative – retirement planning
June	Chapter Meeting/	Tuesday, June 12th Tentative – W. Laurel Hill Cemetery – Bala Cynwyd Installation of new officers



Deadline for inclusion in the next newsletter is January 27st

Please forward all submissions to Jan Spiegel. Use **ASWA newsletter** in the subject for all submissions please.